

1990
**B/PAA SALARY/JOB/BUDGET PROFILE
STUDY**

Serving the Business Marketing Communicator

B/PAA *Business/Professional
Advertising Association*

Metroplex Corporate Center
100 Metroplex Drive
Edison, NJ 08817
(201) 985-4441

Non-member price: \$40.00

TABLE OF CONTENTS

Introduction/Methodology	3
Base Salary	4
Additional Compensation	4
Median Salaries by Size of Companies' Advertising Expenditures	4
Median Salaries by Size of Agencies' Billings	5
Median Salaries by Geographic Areas	5
Salary by Job Designation	6
Salary by Age	6
Median Salary by CBC Certification	6
CBC Certification by Age	7
Members' Age	7
Years With Present Company	7
Markets	8
Advertiser Appropriations Increase/Decrease — Past 2 Years	8
Clients' Budgets Increase/Decrease — Past 2 Years	8
Anticipated Expenditure (By Organization Type) - Next 2 Years	9
Anticipated Expenditure (Geographic) - Next 2 Years	9
Anticipated Personnel Increase/Decrease (By Organization Type)	9
Anticipated Personnel Increase/Decrease (Geographic)	10
Expenditures/Billings by Media	10
Current Job Designation	11
Years With Present Title	11
Members' Operating Areas	11
Department Size/Membership in B/PAA	12
Logical Growth Step for Ad Managers	12
Proportion of Members Holding Degrees	13
Proportion of Members by Sex	13
Organization Affiliation	14
Use of the Computer	14
Type of Programs Used	15
Travel & Meetings	15
Hotel/Meeting Facility Selection	15
Available B/PAA Literature	16

INTRODUCTION/METHODOLOGY

As a continuing service to our members and the industry, B/PAA has conducted, since 1968, a biannual salary/job profile survey. This study continues to track progress made by our advertiser, agency, and publisher members.

In January 1990, B/PAA mailed the latest questionnaire to 3100 members. This represented all personnel within membership categories of advertisers, agencies, publications, and suppliers.

	<u>Mailed</u>	<u>Returned</u>	<u>Response%</u>
Advertisers	1215	381	31%
Agencies	993	284	29%
Publications	693	165	23%
TOTAL*	3100	936	30%

* There were 106 respondents with other types of companies or who did not indicate the company affiliation, thereby bringing the total returns to 936.

Returned questionnaires were edited, coded, and analyzed by Business Marketing Research of Tuckahoe, New York. The data were then keypunched, cleaned for keypunch or logic errors, and tabulated by computer.

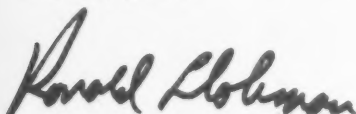
Currently, the median base salary of all B/PAA members is \$50,400. This figure, which excludes additional compensation (bonus, commission, etc.), remains considerably above national averages for all workers and higher than most other white collar jobs.

We were also able to track our CBC (Certified Business Communicator) designation as it applies to salaries. It was found that those who hold the CBC designation make more money than their counterparts within the company and publisher fields.

Specialized business publications continue to get the lion's share of expenditures by advertisers (30%).

We're hopeful you'll find the following information on salary/job data of interest and value to you and your organization. We sincerely thank the nearly 1000 individuals who took the time to assist us in obtaining the input for this survey.

Very truly yours,



Ronald L. Coleman, CBC
B/PAA International President

FINDINGS

TABLE 1
BASE SALARY (MEDIAN)

	THOUSANDS				% INCREASE	
	1990	1988	1986	1968	1988 1990	1986 1988
Total B/PAA	\$50.4	\$47.0	\$43.7	\$15.2	7.2%	7.6%
Advertisers	48.3	45.6	42.1	18.7	5.9%	8.3%
Agencies	52.9	50.2	44.9	17.7	5.4%	11.8%
Publications	58.8	49.7	48.1	17.8	18.3%	3.3%

Salaries have typically increased by 7.2% — from \$47.0 thousand to \$50.4 thousand. Publication members more than made up for their minimum increase two years ago by showing a very significant 18.3% gain since 1988.

TABLE 2
ADDITIONAL COMPENSATION

	Advertisers		Agencies		Publications	
	1990	1988	1990	1988	1990	1988
Receives additional compensation	65%	58%	74%	77%	85%	77%
Median	\$3.6M	\$3.4M	\$7.1M	\$5.4M	\$23.3M	\$18.9M
No additional compensation	35%	40%	25%	20%	13%	17%
No answer	0%	2%	1%	3%	2%	6%

About seven out of ten respondents receive additional compensation, with publishers and agencies still leading the way. However, advertisers (as they did in 1988) showed the greatest percentage increase in the number receiving added compensation. Publication people continue to far out-distance their advertiser/agency colleagues in the size of added compensation . . . and agency members out-distance advertisers on this basis.

TABLE 3
MEDIAN SALARIES (ADVERTISERS) BY SIZE
OF COMPANIES' ADVERTISING EXPENDITURES

ADVERTISER BUDGETS	Number and % of total		Base Salary Thousands	
			1990	1988
\$1,000,000 and over	160	43%	\$54.6	\$51.9
\$500,000 to \$999,999	91	24%	46.7	45.6
Up to \$500,000	126	33%	40.9	38.6
TOTAL/BASE	377	100%	\$48.3	\$47.0

As would be expected, advertiser salaries increase with size of advertising expenditure. This is not totally a function of billings. Companies with larger billings employ more senior executives . . . and salary increases with age as well as billings.

TABLE 4
MEDIAN SALARIES (AGENCIES) BY
SIZE OF AGENCIES' BILLINGS

AGENCY BILLINGS	Number and % of total		Base Salary Thousands	
			1990	1988
\$10,000,000 and over . . .	95	35%	\$54.3	\$51.8
\$5,000,000 to \$9,999,999 .	37	14%	58.6	58.1
Up to \$5,000,000	136	51%	50.2	48.2
TOTAL/BASE	268	100%	\$52.9	\$50.2

Medium size agencies (\$5 to \$10 million) show the largest salaries. This is likely because higher level executives, including owners and partners, represent medium size agencies in B/PAA. In larger agencies, more junior executives represent their firms. (This situation did not exist in 1986. It has existed since then and it existed before then.)

TABLE 5
MEDIAN SALARIES BY GEOGRAPHIC AREAS

					— % INCREASE —	
	1990	1988	1986	1968	1988 1990	1988 1988
New England	\$52.9	\$52.7	\$45.4	\$15.7	0.4%	16%
Middle Atlantic	52.1	49.2	44.2	15.5	5.9%	11%
South Atlantic	48.0	46.3	38.2	15.6	3.7%	21%
East No. Central	49.5	44.6	43.7	15.3	11.0%	1%
East So. Central	46.7	*	*	*	*	*
West No. Central	49.2	46.3	43.1	13.6	6.3%	7%
West So. Central	43.5	45.3	39.7	14.6	-4.0%	14%
Mountain	44.3	44.1	41.2	14.7	0.5%	7%
Pacific	51.6	45.3	44.8	14.3	13.9%	1%
Canada	60.0	47.2	45.5	14.7	27.1%	4%

*Response too small to compute median or gain.

Canada showed the greatest increase in median salary, bringing it to a leading \$60,000 per year. While this is based on Canadian dollars, it still indicates a highly significant gain. The New England, Middle Atlantic, and Pacific states all have averages over \$50,000. The West South Central states (the oil patch?) had a decrease while the East North Central (the rust belt?) had a resurgence.

New England — ME, NH, VT, MA, RI, CT
Middle Atlantic — NY, NJ, PA
South Central — DE, MD, DC, VA, WV, NC, SC, GA, FL
East No. Central — OH, IN, IL, MI, WI
East So. Central — KY, TN, AL, MS

West No. Central — MN, IA, MO, ND, SD, NE, KS
West So. Central — TX, AR, OK, LA
Mountain — MT, ID, WY, CO, NM, AZ, UT, NV
Pacific — AK, WA, OR, CA, HI
Canada — All provinces

TABLE 6
SALARY BY JOB DESIGNATION

	<u>Median Average</u>	<u>Median Average by Titles</u>
Advertisers	\$48.3	
Marketing		\$48.9
Advertising/Communications		\$48.4
Agencies	\$52.9	
Pres./Owner/Partner		\$74.6
Acct. Mgt.		\$47.8
Media Buyers/Directors		\$37.5
Publications	\$58.8	
Publishers		\$87.5
Sales Mgrs./Advtg. Directors		\$58.8
Sales Reps./Regional Mgrs.		\$53.1

The title group with the highest salary level is the publisher. This is followed, in order, by agency owners/partners/officers and by publication sales managers.

TABLE 7
SALARY BY AGE
—Medians—

	<u>—THOUSANDS—</u>				<u>— % INCREASE —</u>	
	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1988</u>	<u>1988</u> <u>1990</u>	<u>1986</u> <u>1988</u>
Under 30	\$31.9	\$30.7	\$26.9	\$11.2	3.9%	14%
30 - 39	46.5	42.2	40.7	14.4	10.2%	4%
40 - 49	55.0	54.0	48.5	17.1	1.9%	11%
50 & Over	62.2	57.6	53.5	18.3	8.0%	8%

As mentioned earlier, more senior B/PAA members command higher salaries. Those fifty and older have salaries nearly double those under 30.

TABLE 8
MEDIAN SALARY BY CBC CERTIFICATION

	<u>Total (Thousands)</u>	<u>Advertisers (Thousands)</u>	<u>Agencies (Thousands)</u>	<u>Publishers (Thousands)</u>
Has CBC	\$52.2	\$51.1	\$52.2	\$63.0
Does not have CBC	49.3	46.4	53.9	57.0

The positive correlation of salary and age is at least partially responsible for the correlation of CBC certification and higher salaries. Only in the agency segment does the non-CBC salary equal the CBC salary.

TABLE 9
CBC CERTIFICATION BY AGE

	—ADVERTISERS—		—AGENCIES—	
	Under 40	40 & Over	Under 40	40 & Over
Has CBC	28%	40%	31%	44%
Does Not Have CBC	72%	60%	69%	56%

As can be seen, older respondents (those 40 and over) more likely have CBC certification. Thus, it is difficult to credit any one thing for pushing a member into a higher salary level. Indeed both certification and age are related to increased income.

In all three categories — advertisers, agencies, and publishers — men are more likely to have CBC certification. This may also impact the relationship between certification and income.

TABLE 10
MEMBERS AGE
—Mean Average—

	1990	1988	1986	1968
Total	41	41	42	42
Advertisers	41	41	42	41
Agencies	42	43	42	43
Publications	43	42	44	42

The typical age varies slightly from industry group to industry group. Further, there is little difference from year to year. B/PAA members' average age has stayed surprisingly consistent since the first study in 1968. (Also note Table 26.)

TABLE 11
YEARS WITH PRESENT COMPANY
—Medians—

	1990	1988	1986	1968
Total	6.5	6.4	5.9	5.8
Advertisers	6.8	7.0	6.7	6.3
Agencies	6.2	6.1	4.0	6.0
Publications	7.0	6.6	6.0	5.8

Members' affiliations with their current employers are for approximately the same length of time, on average, as in previous studies — about six and a half years. Publications are the most stable, followed by advertiser personnel and agencies, in that order.

TABLE 12
MARKETS (ADVERTISERS & AGENCIES)

	<u>1990</u>	<u>1988</u>
Metalworking/Production	28%	19%
OEM Manufacturing/Design/Electronics	17%	23%
Processing/Specialized Mfg	20%	19%
General Manufacturing/Industry	25%	24%
Engineering/Construction/Mining	11%	13%
Science/Advanced Technologies/Computers	17%	20%
General Business/Financial	22%	24%
Transportation/Warehousing	3%	4%
Professional/Personal Services	13%	16%
Distribution/Retailing	14%	16%
Communications/Publishing/Marketing	5%	5%
Other	3%	3%
No Answer	9%	8%

NOTE: Total exceeds 100% due to multiple answers.

The trend seen in the study two years ago — companies involved with more different markets — has not continued. However, in 1990 they are involved in about a fifth more markets, on average, than they were in 1986. (In 1986 each 100 agency and advertiser respondents were involved in 154 different markets. In 1990 each 100 respondents are involved in 187 markets. In 1988 each 100 were involved in 194 markets.)

TABLE 13
ADVERTISER APPROPRIATIONS INCREASE/DECREASE — PAST 2 YEARS

	<u>1990</u>	<u>1988</u>
BASE	378	413
Increased	54%	55%
Same	26%	25%
Decreased	19%	20%
	*	100%

*Does not equal 100% due to rounding.

TABLE 14
CLIENTS' BUDGETS INCREASE/DECREASE — PAST 2 YEARS

	<u>1990</u>	<u>1988</u>
BASE	273	347
Increased	67%	69%
Same	22%	18%
Decreased	11%	12%
	100%	*

*Does not equal 100% due to rounding.

Both advertisers and agencies report about the same budget history in 1990 as they did in 1986. The agencies, more than their clients, perceive that their clients' budgets held up. This, of course, can be accurate although it seems contradictory. Some budget decreases take a client out of an agency's potential list of clients. Thus, while advertisers' budgets decreased overall, the agencies' new client rosters can have budgets that increased.

TABLE 15
ANTICIPATED EXPENDITURE - NEXT TWO YEARS
(BY TYPE OF ORGANIZATION)

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES*</u>
Expect increased expenditures	62%	59%	65%
Expect the same expenditures	30%	31%	29%
Expect decreased expenditures	8%	10%	6%
	100%	100%	100%

*NOTE: Although agencies are answering the question, they are referring to clients' budgets, not to their own billings.

Respondents appear to anticipate that the next two years will be similar to the previous two. Over half expect increases; over half experienced increases. Agencies, with better experiences in the past two years, are more optimistic about the next two.

TABLE 16
ANTICIPATED EXPENDITURE - NEXT TWO YEARS
(BY GEOGRAPHIC AREA)

	<u>New Eng.</u>	<u>Mid Atl.</u>	<u>So. Atl.</u>	<u>ENC</u>	<u>WNC</u>	<u>WSC</u>	<u>Mntn.</u>	<u>Pac.</u>	<u>Can.</u>
BASE	54	131	45	195	42	34	19	108	12
Increase	59%	63%	76%	55%	64%	71%	84%	64%	50%
Same	30%	27%	24%	36%	29%	26%	16%	30%	25%
Decrease	11%	11%	—	9%	7%	3%	—	6%	25%
	100%	100%	100%	100%	100%	100%	100%	100%	100%

NOTE: The East South Central Area is omitted as the number of answers (4) is too small to be stable.

The Southern states and the Mountain states are more optimistic than the Northern Central, Northeast, and Pacific portions of the country when it comes to anticipated expenditures.

TABLE 17
ANTICIPATED PERSONNEL INCREASE/DECREASE
(BY TYPE OF ORGANIZATION)

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES*</u>
Expect increase, next 2 years	33%	39%	27%
Expect departments to be same size	57%	55%	60%
Expect decrease, next 2 years	9%	7%	13%
	**	**	100%

*Again, agencies' answers concern their clients' departments.

**Does not equal 100% due to rounding.

Overall, a third of the respondents anticipate increased personnel. Nearly a fourth of the advertisers expect an increase; agencies are less optimistic. (It should be noted that these proportions are very close to the figures from the 1988 study. Outside evidence indicates that B/PAA members may be overly optimistic.)

TABLE 18
ANTICIPATED PERSONNEL INCREASE/DECREASE
(BY GEOGRAPHIC AREA)

	New Eng.	Mid Atl.	So. Atl.	ENC	ESC	WNC	WSC	Mntn.	Pac.	Can.
Increase	40%	26%	31%	31%	*	43%	38%	47%	41%	17%
Same	48%	58%	64%	60%	*	48%	59%	41%	56%	67%
Decrease	12%	16%	5%	9%	*	10%	3%	12%	3%	17%
	100%	100%	100%	100%	*	**	100%	100%	100%	**

*Base too small to be stable.

**Does not equal 100% due to rounding.

New England and the West tend to be most optimistic concerning personnel increases.

TABLE 19
EXPENDITURES/BILLINGS BY MEDIA

	-----ADVERTISERS-----					-----AGENCIES-----				
	-----TOTAL-----		-----AVERAGE % OF BUDGET-----			-----TOTAL-----		-----AVERAGE % OF BUDGET-----		
	% USING	AVG. % OF BUDG.	UP TO \$500 M	\$500-999 M	1MM & OVER	% USING	AVG. % OF BUDG.	UP TO \$500 M	\$500-999 M	1MM & OVER
BASE	359	359	121	85	149	244	244	122	35	78
Spec. Bus. Pub'ns. . . .	88%	30%	36%	31%	26%	89%	32%	36%	27%	28%
Gen'l Bus. Pub'ns. . . .	19%	4%	2%	3%	6%	41%	6%	4%	6%	9%
Farm Pub'ns.	2%	*	—	—	*	5%	1%	*	1%	2%
Medical Pub'ns.	5%	1%	*	1%	1%	10%	1%	1%	*	2%
Consumer Pub'ns. . . .	8%	1%	1%	1%	2%	29%	3%	2%	5%	4%
Newspapers	12%	2%	1%	1%	3%	36%	4%	3%	7%	5%
Telemarketing	13%	1%	1%	1%	1%	9%	1%	1%	1%	1%
Direct Mail	75%	10%	9%	8%	11%	76%	10%	11%	9%	10%
Network TV	2%	*	—	—	*	3%	*	*	—	1%
Spot TV	4%	1%	—	—	2%	22%	3%	1%	6%	4%
Spot Radio	6%	*	*	—	1%	30%	2%	1%	5%	3%
Directories	33%	2%	2%	2%	1%	29%	2%	1%	1%	3%
Company Catalogs	65%	16%	16%	17%	15%	54%	10%	13%	8%	6%
Trade Shows/Ex'b'ts. . .	84%	14%	16%	17%	12%	41%	4%	4%	1%	3%
Dealer/Dist. Aids	28%	2%	2%	2%	3%	32%	3%	2%	2%	3%
Int. House Organs	23%	2%	2%	2%	2%	20%	1%	1%	1%	2%
Ext. House Organs	21%	1%	2%	1%	1%	26%	2%	2%	2%	1%
AV (slide/movie/etc.) . .	34%	2%	1%	2%	2%	30%	1%	1%	2%	2%
Specialty Advtg	30%	1%	1%	1%	1%	17%	1%	2%	*	1%
Outdoor Transit	3%	*	—	—	*	18%	1%	1%	1%	1%
Publicity	68%	5%	5%	5%	5%	61%	8%	7%	11%	6%
Research	19%	1%	*	1%	1%	30%	1%	1%	1%	2%
Video Tape	34%	2%	2%	2%	2%	22%	1%	1%	1%	1%
Other	21%	3%	2%	3%	4%	10%	3%	2%	4%	3%

*Less than 1/2 of 1%

Specialized business publications still dominate the advertisers' budgets and the agencies' billings. It should be noted that in this question, the agencies are answering about their own billings. Size of budget and size of billings influence the media mix. Larger advertisers and agencies put a smaller percentage of their budgets into the basics such as business publications, catalogs, directories, publicity, telemarketing, and trade shows. They are more likely to supplement these items with newspapers, television, and consumer magazines.

TABLE 20
CURRENT JOB DESIGNATION

	TOTAL B/PAA		ADVERTISERS		AGENCIES		PUBLISHERS	
	1990	1988	1990	1988	1990	1988	1990	1988
President/Owner/CEO/Partner/Publisher . . .	19%	21%	2%	1%	44%	45%	18%	19%
Director of Sales/VP of Sales/Sales Mgr. . .	5%	5%	1%	2%	4%	1%	11%	14%
Marketing Director/Mgr./VP of Marketing . .	8%	9%	13%	15%	1%	1%	5%	7%
Advtg./Communications Mgr./Director/VP . .	34%	31%	72%	74%	3%	2%	3%	3%
Acct. Supvr./Mgr./Executive/VP/etc.	13%	14%	1%	1%	38%	40%	—	1%
Media Director/Buyer/VP of Media/etc. . . .	2%	3%	1%	1%	6%	8%	—	*
Space Sales/Dist. Mgr./Rep.	12%	13%	—	—	*	—	62%	53%
Other	8%	5%	11%	7%	4%	3%	3%	2%

*Less than ½ of 1%.

Job titles are as expected and are consistent with prior years.

TABLE 21
YEARS WITH PRESENT TITLE

	TOTAL B/PAA		ADVERTISERS		AGENCIES		PUBLISHERS	
	1990	1988	1990	1988	1990	1988	1990	1988
Under 1 year	9%	10%	10%	9%	7%	10%	7%	10%
1 - 2 years	21%	22%	24%	23%	19%	21%	16%	19%
3 - 4 years	22%	24%	23%	26%	23%	20%	16%	24%
5 years or more	48%	45%	43%	42%	51%	50%	61%	47%

Most have been in their current jobs at least three years.

TABLE 22
MEMBERS' OPERATING AREAS

	TOTAL B/PAA		ADVERTISERS		AGENCIES		PUBLISHERS	
	1990	1988	1990	1988	1990	1988	1990	1988
Advtg./Communications	85%	86%	98%	98%	92%	95%	50%	59%
Marketing/Mkt. Planning	55%	56%	56%	50%	66%	68%	41%	45%
Product Mgmt.	9%	10%	12%	11%	4%	5%	10%	15%
Sales/Sales Mgmt.	22%	25%	8%	10%	11%	9%	77%	68%
Sales Training	15%	17%	17%	23%	8%	6%	19%	23%
Public Relations	52%	53%	71%	74%	48%	54%	19%	19%
Marketing Research	35%	38%	37%	40%	40%	38%	26%	36%
Co. Mgmt./Admin	27%	28%	24%	24%	40%	36%	19%	24%
Merchandising	17%	18%	21%	23%	10%	13%	25%	21%
Other	5%	2%	7%	1%	3%	3%	1%	2%

Respondents' titles are not in any way restricting. They operate in areas ranging from sales training to company management. Advertisers regularly operate in about 3½ different areas.

TABLE 23
DEPARTMENT SIZE/MEMBERSHIP IN B/PAA
(ADVERTISERS ONLY)

No Others in Department	*
One Other	14%
Two or Three Others	31%
Four or Five Others	13%
Six or More Others	41%
 Average # in Department (Median)	 4.5
 Average # of B/PAA Members (Median)	 .8

The departments that advertiser members work in typically have about 4 or 5 other people. In over half the departments only one person has B/PAA membership.

TABLE 24
LOGICAL GROWTH STEP FOR AD MANAGERS

	<u>Advertisers</u>	<u>Agencies</u>
President/Owner/General Manager/CEO/Partner/ Publisher	1%	1%
Exec. VP/Admin. VP/Treasurer/Secretary	8%	5%
Director of Sales/VP Sales/Sales Mgr.	3%	6%
Marketing Director/Marketing Manager/VP Marketing	34%	44%
Advtg., Communications Mgr./Director/VP/ Marketing Comm./Sales Promo	54%	42%
Account Supervisor/Manager/Exec./VP etc.	1%	3%
Media Director, Buyer/VP Media etc.	—	*
Product Manager	2%	2%
Other	2%	1%

*Less than ½ of 1%.

The logical growth step for the advertising manager — as seen by advertisers — is additional growth and responsibility in advertising — to Vice-President, Director, etc. Agencies are more likely to see the advertising manager's growth into marketing.

TABLE 25
PROPORTION OF MEMBERS HOLDING DEGREES

	<u>1990</u>	<u>1988</u>
Masters or Higher	21%	19%
Bachelors	65%	66%
Associate & Other	15%	13%
Has CBC Certification	33%	27%

The proportion of members holding advanced degrees has increased in every study since the question was added to the questionnaire. Approximately one out of every five respondents in this study has masters degrees or higher.

Men and women in advertiser companies and agencies are about equally likely to have advanced degrees.

Men are more likely to have CBC certification.

TABLE 26
PROPORTION OF MEMBERS BY SEX

	<u>TOTAL</u>	<u>ADVTR.</u>	<u>AGENCY</u>	<u>PUBL.</u>	<u>EAST</u>	<u>MID. WEST</u>	<u>WEST</u>	<u>Up to 29</u>	<u>30- 39</u>	<u>40- 49</u>	<u>50 & Over</u>
Male	68%	60%	77%	78%	70%	76%	46%	48%	56%	73%	91%
Female	32%	40%	23%	22%	30%	24%	54%	52%	44%	27%	9%

Women members are more likely to be on the West Coast. While the numbers do not provide a foolproof base for individual regions, the basic pattern may indeed reflect a lifestyle difference: men are more likely to be employed in this industry in the East and Midwest.

Also, publishers and agencies are more likely than advertisers to have male employees.

The variations by age dramatically show the social changes that have taken place in America in the past twenty years.

TABLE 27
ORGANIZATION AFFILIATION

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES</u>	<u>PUBLICATIONS</u>
Advertising Research Foundation (ARF)	6%	3%	6%	15%
American Association of Ad. Agencies (4 A's)	11%	*	31%	5%
American Marketing Association (AMA)	22%	25%	24%	13%
Association of Business Publishers (ABP)	9%	*	*	40%
Association of National Advertisers (ANA)	3%	5%	*	*
Direct Marketing Association (DMA)	11%	11%	11%	8%
International Assoc. of Bus. Communicators (IABC)	7%	9%	8%	1%
Public Relations Soc. of America (PRSA)	12%	12%	21%	20%
Trade Show Bureau (TSB)	3%	4%	1%	3%
Other	14%	11%	20%	9%
Net	53%	48%	60%	54%

*Does not apply.

Over half the members belong to (or are with companies that belong to) related industry organizations.

TABLE 28
USE OF THE COMPUTER

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES</u>	<u>PUBLICATIONS</u>
Use a mainframe	12%	19%	5%	8%
Use a mini	11%	10%	13%	10%
Use a micro/PC	65%	71%	69%	39%
Use a lap top	9%	10%	6%	12%
Do not use/no answer	22%	16%	21%	43%

Currently have or require:

Data-base management/inquiry handling software	43%	48%	41%	37%
Spread sheets (financial, budget/statistical)	59%	64%	70%	33%
Word processing	77%	85%	83%	50%
Time/record keeping	25%	17%	43%	15%
Desk-top publishing	49%	60%	50%	25%
No answer	20%	13%	15%	43%

About three-fourths of the members personally use computers in their work. Computers are most likely to be used by the Advertiser segment. As would be expected, this is primarily due to the ubiquitous PC. Members under 40 are the heaviest users of computers. Computer use is about 18% above two years ago.

TABLE 29
TYPE OF PROGRAMS USED

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES</u>	<u>PUBLICATIONS</u>
Pre-packaged	90%	92%	92%	83%
Custom designed	<u>33%</u>	<u>34%</u>	<u>30%</u>	<u>36%</u>
	*	*	*	*
BASE (Those using computers)	723	318	225	95

*Exceeds 100% due to multiple answers.

Mostly, respondents use pre-packaged programs.

TABLE 30
TRAVEL & MEETINGS

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES</u>	<u>PUBLICATIONS</u>
Number of trips per year (mean average) involving air travel:				
BUSINESS	7.4%	8.4%	4.4%	10.5%
PERSONAL	<u>2.2%</u>	<u>2.0%</u>	<u>2.2%</u>	<u>2.4%</u>
Total	9.6%	10.4%	6.6%	12.9%
Number involving car rental	4.8%	5.0%	3.9%	6.4%

Members average over 7 business trips and 2 personal trips per year that involve air travel. Most trips also involve a car rental.

TABLE 31
HOTEL/MEETING FACILITY SELECTION

	<u>TOTAL</u>	<u>ADVERTISERS</u>	<u>AGENCIES</u>	<u>PUBLICATIONS</u>
Select own hotels/meeting facilities	60%	66%	51%	64%

For the most part, respondents select their own hotel and meeting facilities.

PUBLICATIONS AVAILABLE FROM B/PAA

ADVERTISING AGENCY SELECTION HANDBOOK

An excellent aid to advertiser management people who are either considering the services of an advertising agency in general or considering a change in agency. Subjects covered include: Agency Presentations; Compensation; Termination; Selection Criteria; Research Sources; and Screening Techniques.

Price: Members—\$10.00

Non-Members—\$15.00

ADVERTISING RESEARCH HANDBOOK

Provides practical, how-to-do-it answers to the questions asked most frequently in connection with business-to-business advertising research. Follows a step-by-step approach aimed at finding ways to improve the effectiveness of advertising through research. Editorial contributions from many top leaders in the research field.

Price: Members—\$10.00

Non-Members—\$15.00

B/PAA ANNUAL REPORT

A yearly publication with information on current programs, finances and other pertinent facts about the Association.

Price: Members—Free

Non-Members—N/A

B/PAA CODE OF ETHICS

A document pronouncing the standard of professional conduct to which all B/PAA members comply. Also includes the procedures of the Ethics Review Board.

Price: Members—Free

Non-Members—\$10.00

B/PAA SALARY/JOB/BUDGET PROFILE STUDY

A biannual study tracking progress made by advertiser, agency and publisher members of B/PAA. Includes information on various facets of members' salaries, budgets, expenditures, job functions, career growth, etc.

Price: Members—Free

Non-Members—\$40.00

BUSINESS-TO-BUSINESS CAREER GUIDE

A tabloid, 20-page publication entitled "Careers in Business-to-Business Communications: Cracking the Rest of the Iceberg," provides a wealth of opportunities that exist in business-to-business communications. A reference for both those beginning and those redirecting their careers, as well as career counselors and professors.

Price: Members—Free

Non-Members—\$2.00

CBC INFORMATION HANDBOOK FOR CANDIDATES

Includes description of CBC program, eligibility requirements, application, outline of sections covered on exam, sample examination questions, and recommended references for study.

Price: Members and Non-Members—Free

HANDBOOK OF BUSINESS DIRECT MAIL ADVERTISING

Presents a current view of this complicated and often misunderstood tool of selling. Designed to help the business advertising practitioner make the right decisions and take the best courses of action to integrate direct mail into a firm's marketing and advertising mix. Special emphasis is given to the computer and how it relates to the direct mail function.

Price: Members—\$10.00

Non-Members—\$15.00

1990 B/PAA MEMBERSHIP DIRECTORY AND YELLOW PAGES

A directory listing all B/PAA international members, including their company, address and phone number. In addition to being a veritable "Who's Who" in business-to-business advertising, this directory also has a special "yellow pages" section listing services available for business communications professionals throughout the U.S., Canada and Europe.

Price: Members—Free

Non-Members—\$50.00

PLANNING GUIDE FOR BROCHURE PRODUCTION

An all encompassing, step-by-step planning, preparation and production guide for brochures, product catalogues and annual reports. Also included is a list of references for further information on specific areas.

Price: Members—\$2.00

Non-Members—\$3.00

PRO-COMM WINNER BROCHURE

A 4-color, 8-page brochure providing a complete listing of Pro-Comm winners in 33 Divisions. Each "Best of Division" winner is photographed in full color.

Price: Members—Free

Non-Members—\$2.00

THE PLANNING AND SELLING OF A LOCAL CONFERENCE/SEMINAR

A comprehensive guide to planning, promoting and conducting a conference or seminar. This publication takes a step-by-step approach to producing a successful meeting. A must for anyone contemplating such a project.

Price: Members—Free

Non-Members—\$5.00

BEST OF THE WHITE PAPERS

A compilation of sixteen of the most requested articles in the White Paper series. Topics include telemarketing, budgeting, presentation techniques, creativity, etc.

Price: Members—Free

Non-Members—\$25.00

B/PAA WHITE PAPERS

Listed below are papers on various industry subjects containing up-to-date information for business communicators.

Price: Members—Free Non-Members—\$5.00 per paper (#1-23)
\$10.00 per paper (#24-30)

- #1 Perspectives on Circulation Auditing
- #2 Computerized Lead Processing for Business-to-Business Communication
- #3 Advertising Measurement
- #4 Advertising Budgeting
- #5 Selling Advertising to Top Management
- #6 The Special Problems of International Business-to-Business Media Selection & Buying
- #7 The Design Process
- #8 Buying & Selling Media
- #9 Publicizing Your Products and Your Company
- #10 Trade Shows — Essential Factor in the Marketing Mix
- #11 Reader Service: Past, Present and Future
- #12 Audits and Comparability
- #13 Media Buying and Selling
- #14 Relating to Editors
- #15 Making a Better Presentation
- #16 Holding a Successful Seminar
- #17 The Roles of Advertising Managers & Agencies at the Turn of the Century
- #18 Guidelines for Maintaining Healthy Agency/Client Relationships
- #19 Reality-Based Market Research: Factors to Consider
- #20 Reality-Based Research: The Computer & You
- #21 Good Creativity...What it is and How to Get it
- #22 Six Things We Know for Sure About Corporate Advertising
- #23 Telemarketing—Part 1: The Telemarketing Mix
- #24 How to Design and Sell Inquiry Handling to Management
- #25 The Essentials in Positioning
- #26 Which Supplier First Comes to Mind?
- #27 Impression Analysis (or Is There a Way to Measure PR?)
- #28 What Communicators Must Know About Business Marketing
- #29 Fundamentals & Proven Techniques for Successful Advertising
- #30 The Process To Launch a Successful Career

B/PAA COMMUNICATOR

A bimonthly publication carrying news of B/PAA activities as well as pertinent information on the industry. Each issue addresses current topics and trends vital to the business marketing professional.

Price: Members—Free

Non-Members—N/A

INTERNATIONAL RESOURCES NETWORK (IRN)

A directory of over 300 subject headings with the name and phone number of those members with expertise in that area. The IRN provides proper guidance and quick answers to almost any marketing communications problem.

Price: Members—Free

Non-Members—N/A

For these and other publications available, contact B/PAA Headquarters at (201) 965-4441.